



E2 Explore language used in a publicity release

This classroom-based module encourages students and teachers to discuss reasons for a publicity release, the language used in it and potential audiences.

English teacher's lesson plan
Suitable for teaching at most secondary school years or levels

Explore language used in a publicity release

How to use this module

Photocopy required numbers of the module. Distribute to students, invite them to choose their characters and then either individually or in groups act out the roleplay and work through the discussion and activities. Use as a class lesson or within your teaching plan.

Lesson duration

One-two class lessons depending on objectives.

Achievement objectives

Reading and Viewing; Writing

Assessment

By performing this module students and teachers will have an understanding of a publicity release about a school play, its purpose and possible content.

Characters

Students One, Two, Three, Four, Five, Six, Seven working a on publicity release for an upcoming play.

Note

ActUp modules are fictional works. Any similarity or reference to actual events or places or products or persons, living or dead, is entirely coincidental and not intended.

A GROUP OF STUDENTS ARE SITTING IN A CLASSROOM TALKING AMONGST THEMSELVES. ANOTHER STUDENT COMES IN, STANDS AT THE DOOR AND STAMPS THEIR FEET.

ONE I need help.

TWO (POINTS) Help's gone that way.

ONE This isn't funny.

STUDENT ONE STOMPS AND JOINS THE REST OF THE GROUP.

ONE I need a hand.

STUDENTS LIFT UP THEIR HANDS.

THREE We've got sixteen hands here, you can have any of them if you want.

ONE Great, if they can do one thing.

FOUR What do you want a hand with?

ONE I have to write a publicity release for the upcoming play.

FIVE What's hard about that?

ONE What's hard about it? There's only one thing that's hard about it, I don't know what to do. I don't know where to start and even if I did, I wouldn't know how to continue.

SIX I'd say you've got a problem.

ONE Tell me about it. So can anyone of you like help me?

SEVEN Maybe.

ONE What does maybe mean?

TWO Maybe means maybe we can help and maybe we can't.

ONE Do I need to bribe you to help me?

THREE No, depends how much you're going to do and we have to do.

ONE I'll do it all, I just need some ideas.

FOUR You just need ideas?

ONE That's it, I just need a few ideas on what to do, what to put into this publicity release, just some help.

FIVE And you'll write it all up?

SIX Promise.

Student worksheet

Discussion and activities

Students perform the play then work through some or all of the following discussion and activities, either individually or in groups.

Discussion

1. What's a publicity release?

2. Why do people produce publicity releases?

3. What type of particular topics, themes, activities or events could a publicity release promote?

4. Who could publicity releases be sent to?
